

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

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USDA Booklet for Consumers Describes U. S. Grades

USDA has issued a 16-page booklet on U. S. grades and their meaning to the consumer. Entitled *Shopper's Guide to U. S. Grades for Food*, the publication explains all of the consumer grades and some of the wholesale grades that are sometimes seen in retail stores.

"Buying graded foods, of course, does not necessarily imply buying only the best," the booklet states. "Grades offer a choice of quality so that you may pick the one most suitable for the use you have in mind."

All of the official grade marks used on the various foods are illustrated.

In the section devoted to grades for processed fruits and vegetables, it is stated:

"Some canners, freezers, and distributors use grade designations on their labels. Labels may also carry additional information descriptive of the product, such as the number of halves in canned peaches or pears, the sieve size of peas, strength of sirup in canned fruits, sweeteners in frozen fruits, number of servings, cooking instructions for frozen vegetables, or special statements for dietetic foods.

Single copies of *Shopper's Guide to U. S. Grades for Food* (HG 58) may be obtained from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Don Paarlberg Takes Office

Don Paarlberg, former professor of agricultural economics at Purdue University and more recently a top official in the USDA, has been appointed Special Assistant to the President for economic affairs.

Dr. Paarlberg was called to Washington early in 1953 to be a special assistant to Secretary Benson. He became Assistant Secretary of Agriculture August 16, 1957.

Dr. Paarlberg took office as the President's economic adviser October 8, succeeding Gabriel Hauge.

Schedule of 1959 Canners Convention

"Nature's Best Is Better Canned" has been adopted by the Convention Program Committee as the slogan for the 1959 Canners Convention. With the announcement of this slogan, Chairman Norman Sorensen and the Committee also are making public the format and general program content of the 52d Annual N.C.A. Convention.

The Convention will open Saturday morning, February 21, at the Conrad Hilton Hotel, Chicago. The N.C.A. Annual Meeting will be held that morning at 10 o'clock. Other program sessions are scheduled for Sunday and Monday, February 22 and 23.

The Convention format is shown in chart form on page 298. The chart clearly presents the Convention Program Committee's continued recognition of the individual-business-conference character of the Convention. Thus, program sessions that are directed to sales and marketing and management personnel are scheduled for the two-hour luncheon period.

The N.C.A. is receiving requests from the membership for room reservations for the Convention period. For this purpose canners should use the reservation forms sent to them some time ago, and should return them promptly to N.C.A.

The marketing topics to be presented at the luncheon sessions on Saturday and Sunday will be a forecast of the food market in the next decade and the formation and operation of a group sales and merchandising plan.

The panel discussions on raw products on Sunday and Monday morning will deal with quality evaluation and breeding of canning crops. The raw products luncheon session on Monday will cover current developments in handling raw products in the field and to the cannery.

One of the production luncheon sessions, which are scheduled for Saturday and Monday noon, will deal with new containers and container problems. The other is to be a "canned foods problems clinic" at which there will be no prepared papers and no transcript of the proceedings.

Prior to the formal opening of the Convention, the N.C.A. Administrative Council and the Board of Directors will hold their annual Convention meetings. The Resolutions Commit-

tee is scheduled to meet Thursday night, February 19, and the Nominating Committee in the morning of Saturday, February 21.

Social activities scheduled for the Convention again include the annual dinner for state association secretaries given by N.C.A. Secretary Carlos Campbell, the C.M.&S.A. Dinner Dance, the Old Guard Dinner, the Young Guard Banquet and Entertainment, and the Forty Niners award ceremony and reception.

Farm-City Week

The fourth annual Farm-City Week will be observed in the United States and Canada November 21-27.

Principal purpose of the observance is to bring about better understanding between rural and urban segments of society for the mutual benefit of all. It is believed that canner participation will afford an opportunity to enhance canner-grower and community relations on a continuing basis.

Among the several types of events in which canners might join, or which might be sponsored individually, are tours of canning plants, visits to agricultural areas, and banquets or get-together dinners, involving businessmen, community leaders, city dwellers, or farmers and farm leaders.

The coordinating agency, which has materials and suggestions for the observance, is Kiwanis International. The address: National Headquarters, Farm-City Week, 520 N. Michigan Ave., Chicago 11, Ill.

1959 Canners Convention Schedule

(TENTATIVE—SUBJECT TO REVISION AND ADDITION)

| Friday Feb. 20 | | Saturday Feb. 21 | Sunday Feb. 22 | Monday Feb. 23 |
|--|---------------------|--------------------------------------|--|--|
| Administrative Council 9:00 to 12:00 | 8:00 to 12:00 | CANNER-BROKER-BUYER CONFERENCES | | |
| | | Annual Meeting 10:00 to 12:00 | Committee Meetings 8:00 to 10:00 | |
| | | | Raw Product Panel Discussions 10:00 to 12:00 | Raw Product Panel Discussions 10:00 to 12:00 |
| Board Luncheon 12:30 to 2:00 | 12:00 to 5:30 | CANNER-BROKER-BUYER CONFERENCES | | |
| Board Meeting 2:00 to 5:00 | | Luncheon Meetings 12:00 to 2:00 | Luncheon Meetings 12:00 to 2:00 | Luncheon Meetings 12:00 to 2:00 |
| | | Production Marketing Fisheries | Marketing Raw Products | Production Procurement Food Editors |
| Forty Niners 5:15 | Evening | CANNER-BROKER-BUYER CONFERENCES | | |
| State Secretaries Dinner | | C. M. & S. A. Dinner Dance | Old Guard | Young Guard |

Woman's Day

Food Editor Glenna McGinnis uses the general title "Good Eating On A Budget" for the food section in the September issue of *Woman's Day* magazine. Canned foods re pictured in the handsome color photographs and in recipes and menus throughout the section.

The introduction says, "S is for September; S is for saving. In this issue the Woman's Day Kitchen accents savings: saving money, time and steps. In addition to our regular money-saving menus for each day of the month, we bring you a group of time-saving, easy-on-the-budget lunches and moderate-priced evening meals." Canned foods used in the menus and recipes in the article "Quick Easy Lunches" are tomato juice, corned beef hash, cream of celery soup, minced clams, ravioli, consommé, pimientos, salmon, vegetable juice cocktail, and red beans in chili

gravy. Canned foods used in the article "Hearty Evening Meals" are pimientos, bean sprouts, tomatoes, tuna, cream of mushroom soup, tomato paste, and red beans.

Another feature, "30 money-saving menus for September," says, "September is National Canned Foods Month. Supermarkets across the country are bursting with big, once-a-year bargains in canned fruits, vegetables, soups, everything edible, in fact, that comes in a can. You can stock up for the months ahead, and you can use some to prepare dishes in this month's money-saving menus, planned by *Woman's Day* Kitchen. In addition to canned foods, these menus feature the fresh fruits and vegetables of this bountiful harvest season." Canned foods are used in each of the 30 menus.

Woman's Day is distributed through the A & P stores and has a circulation of more than 3 million.

USDA Reports on Turkey Prices

Prices paid at country shipping points for ready-to-cook turkeys are being made available to the public for the first time under a new experimental reporting service from the Federal-State Dairy and Poultry Market News Office at 419 Federal Office Building, Des Moines 9, Iowa.

The new report reflects prices received by shippers at points in Iowa, Minnesota, Wisconsin, Missouri, Kansas, Nebraska, Illinois, and South Dakota. The report was initiated October 1 and will be issued once a week. It includes the volume moved, and prices received by shippers for carlots and trucklots of ready-to-cook, frozen, government-inspected turkeys. It also gives the size and kind of turkeys sold.

The information is to be conveyed by teletype to all USDA market news offices and also will be distributed through mail reports.

FDA Advises Against Use of Apple Pomace Bearing DDT

The Food and Drug Administration has issued a statement of general policy or interpretation advising that "apple pomace containing DDT is not suitable as feed for dairy animals and may not be suitable as feed for meat animals." Following is the text of the FDA statement of policy, as published in the *Federal Register* of October 9:

§3.207 Apple pomace containing DDT is not suitable as feed for dairy animals and may not be suitable as feed for meat animals. (a) Investigations by the Food and Drug Administration show that apple pomace containing substantial amounts of DDT has been used as feed for dairy and meat animals. Section 120.1(f) of this chapter, issued pursuant to section 408 of the Federal Food, Drug, and Cosmetic Act (68 Stat. 511; 21 U.S.C. 346a), and section 409 of that act (72 Stat. 1784 (Public Law 85-929)) would render illegal any apple pomace for animal feeding that contains DDT in excess of the 7 parts per million fixed for apples by §120.101 of this chapter. It has been established that the feeding of apple pomace containing DDT will contribute residues of DDT to the fat of meat animals and to milk of dairy animals.

(b) There is no tolerance for DDT in milk. Apple pomace containing DDT should not be fed to dairy animals, since it has been established that the ingestion by them of even small amounts of DDT results in contamination of the milk with this pesticide. Apple pomace containing any amount of DDT is unsuitable as a feed or an ingredient of mixed feeds for dairy animals and should not be represented, sold, or used for that purpose.

(c) There is an established legal tolerance of 7 parts per million for residues of DDT in or on the fat of meat from cattle, sheep, and hogs (§120.147 of this chapter). Animals that consume DDT may accumulate considerably more of the chemical in their fat than is present in the feed itself, and a long time may be required on a diet free of DDT to reduce excessive residues to the tolerance level. It has not been established under what conditions of feeding, if any, apple pomace containing less than 7 parts per million of DDT can be fed to animals without causing the meat from such animals to contain residues in excess of the tolerance. Therefore, unless a grower of meat animals is in a position to establish that the DDT residue in the apple pomace and the conditions of feeding are such that the meat from such animals will be within the established tolerance, apple pomace should not be used in the feeding of meat animals.

Joseph S. Shelly Dies; Vegetable Growers Secretary

Joseph S. Shelly, 45, executive secretary of the Vegetable Growers Association of America, died suddenly at his home in suburban Washington October 4. He was well known to the N.C.A. staff and also by a number of canners.

A native of Pennsylvania, he was educated at Juniata College and Pennsylvania State University, where he was certified as a teacher of vocational agriculture. During his 12 years as a vocational agriculture teacher in Pennsylvania, he completed the requirements for an M.S. degree at Penn State.

In 1948 Mr. Shelly accepted a call from McPherson College, McPherson, Kans., to organize a Rural Life Department. He was subsequently granted a fellowship at the University of Illinois in agriculture economics, and later joined West Virginia University as an extension specialist.

Mr. Shelly was selected in 1954 as the Vegetable Growers Association of America's first full-time secretary and opened its Washington office. The organization is celebrating its 50th anniversary this year.

Poultry Used in Processing

Poultry used in canning and other processed foods during the first eight months of 1958 totaled 167,905,000 pounds, 19 percent more than the 140,872,000 pounds used during the same period of 1957, according to a report by the Agricultural Marketing Service of USDA.

| | Jan.-Aug. 1957 1958 | |
|----------------------|------------------------|---------|
| | (thousands of pounds) | |
| Young chickens..... | 13,906 | 23,843 |
| Mature chickens..... | 101,487 | 106,989 |
| Turkeys..... | 25,806 | 36,981 |
| Other poultry..... | 113 | 92 |
| Total, Jan.-Aug..... | 140,872 | 167,905 |

USDA Crop Reports

USDA issued late yesterday, October 10, its reports on crop development during September and its estimates of crop production on the basis of October 1 conditions. Following is a summary showing indicated production of canning crops included in the USDA reports, as of October 1 and a month earlier:

| | Production— Sept. 1, 1958 | | Oct. 1, 1958 | Per- cent change from |
|------------------------|------------------------------|-----------|--------------|--------------------------------|
| | (tons) | (tons) | Sept. 1 | |
| Vegetables: | | | | |
| Beans, green lima... | 93,440 | 94,600 | + 1 | |
| Beets..... | 132,000 | 145,500 | +10 | |
| Cabbage (contract)... | 130,300 | 133,300 | + 2 | |
| Cabbage, early fall... | 482,800 | 497,500 | + 3 | |
| Corn, sweet..... | 1,325,400 | 1,326,000 | | |
| Tomatoes..... | 4,368,390 | 4,238,800 | - 3 | |
| California..... | 2,682,500 | 2,537,500 | - 4 | |
| Fruits: | | | | |
| Grapes..... | 2,809,480 | 2,903,370 | + 3 | |
| Plums..... | 67,200 | 67,200 | | |
| | (thousands of bushels) | | | |
| Apples..... | 126,813 | 125,338 | - 1 | |
| Peaches..... | 72,080 | 71,618 | - 1 | |
| Pears..... | 29,564 | 29,064 | - 2 | |
| | (barrels) | | | |
| Cranberries..... | 1,076,500 | 1,108,500 | + 3 | |
| Field Crops: | | | | |
| | (thousands of cwt.) | | | |
| Potatoes..... | 259,046 | 267,876 | | |
| Sweet potatoes..... | 18,315 | 18,268 | | |
| | (thousands of bags) | | | |
| Rice..... | 47,747 | 47,637 | | |
| Dry edible beans..... | 18,806 | 18,696 | - 1 | |
| Dry field peas..... | 2,353 | 2,353 | | |
| | (thousands of bushels) | | | |
| Durum wheat..... | 21,224 | 22,053 | + 4 | |

Apple Products for USDA

USDA on October 9 sent invitations to prospective bidders offering to buy additional quantities of canned applesauce and canned sliced apples in No. 10 cans for use in the National School Lunch Program.

Offers must be received by the Director, Fruit and Vegetable Division, Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C., by October 21 for acceptance by October 24.

Carryover Stocks and Season Shipments of Canned Citrus

| | Supply | | Canners' Stocks | | Season Shipments | |
|---------------------------------|---------------------------------|----------------|-----------------|----------------|------------------|----------------|
| | Sept. 28, 1957 | Sept. 27, 1958 | Sept. 28, 1957 | Sept. 27, 1958 | Sept. 28, 1957 | Sept. 27, 1958 |
| | (thousands of cases basis 24/8) | | | | | |
| Grapefruit juice..... | 13,407 | 11,432 | 1,948 | 1,000 | 11,459 | 10,432 |
| Orange juice..... | 17,095 | 19,437 | 1,591 | 3,115 | 16,104 | 18,322 |
| Combination juice..... | 5,487 | 5,409 | 524 | 208 | 4,963 | 5,201 |
| Grapefruit sections..... | 4,995 | 4,836 | 657 | 625 | 4,338 | 4,211 |
| Tangerine juice and blends..... | 770 | 470 | 167 | 13 | 603 | 457 |
| Citrus salad..... | 990 | 720 | 245 | 148 | 715 | 572 |

Source: Florida Canners Association.

Shipments of Metal Cans and Glass Containers, Jan.-Aug.

Shipments of metal cans and glass containers during the first eight months of 1958 have been reported by the Bureau of the Census, U. S. Department of Commerce.

| GLASS CONTAINERS | | | | Fruits and vegetables: | | | |
|----------------------|--------|--------|--|------------------------|---------|---------|-----|
| | 1957 | 1958 | Per- cent change from 1957 | Jan.-July..... | 727,275 | 704,381 | - 3 |
| | | | | August..... | 259,014 | 293,872 | +13 |
| | | | | Jan.-Aug..... | 986,289 | 998,253 | + 1 |
| (thousands of gross) | | | | Meat (inc. poultry): | | | |
| Wide-mouth food: | | | | Jan.-July..... | 80,865 | 76,409 | - 5 |
| Jan.-July..... | 21,741 | 23,154 | + 6 | August..... | 10,890 | 10,489 | - 4 |
| August..... | 5,719 | 4,491 | -21 | Jan.-Aug..... | 91,755 | 86,898 | - 5 |
| Jan.-Aug..... | 27,460 | 27,646 | + 1 | | | | |
| Narrow-neck food: | | | | Fish and seafood: | | | |
| Jan.-July..... | 7,801 | 7,473 | - 4 | Jan.-July..... | 73,968 | 62,978 | -15 |
| August..... | 2,601 | 2,007 | -20 | August..... | 12,162 | 15,701 | +29 |
| Jan.-Aug..... | 10,302 | 9,502 | - 8 | Jan.-Aug..... | 86,130 | 78,678 | - 9 |

Achievements and Developments in Food Research

USDA's research administrator outlined this week the scope of food processing research now under way and predicted that new forms of processed foods will supplement the foods enjoying general popularity today.

Dr. Byron T. Shaw, Administrator of the USDA's Agricultural Research Service, reported on recent achievements and prospective developments resulting from foods research, in a speech before the National Association of Food Chains annual convention in Chicago October 8.

Because of his references to scientific developments in canning and freezing, the principal portions of his speech are reproduced here:

Homemakers determine in a very real way the kinds and qualities of foods that are developed through research and placed by the food industry on supermarket shelves.

Their buying habits tell us, for example, that as incomes rise, they want higher quality in all their foods—more "basic goodness" in appearance, flavor, and texture. As they become more nutrition-conscious, they want more meat, milk, fruits, and vegetables—with the nutrients kept intact. And as they go into salaried jobs in ever greater numbers, they want foods easy to buy, carry, store and prepare.

These are the kinds of food products that consumers are seeking in today's supermarkets, and the demands will certainly increase in the years ahead. It is the task of scientists, farmers, and the food industry to make these products available. . . . I will try to give a general picture of what research is doing to improve tomorrow's food products.

STUDIES ON IMPROVING QUALITY

First, research is building better qualities into foods as they are produced on the farm. Just as scientists

developed the family-size turkey and the meat-type hog, they're now exploring the possibility of developing beef cattle that will provide a higher proportion of lean tender beef; dairy cows that will produce milk with more solids and less fat; and hens that will lay eggs with longer lasting fresh qualities.

Other scientists are breeding better fruits and vegetables—potatoes with higher total solids and more vitamin C, for example; giant-size, high-flavored blueberries; tender snapbeans that will hold their moisture longer; and sweetcorn with more sugar that will not turn to starch as quickly as present varieties. They're also developing improved cultural and pest control practices that will protect these good qualities through growth and harvest.

The best of qualities built into farm foods, however, are of no value if they are lost between the farm and the consumer. . . .

EXTENDING SHELF LIFE

A second contribution of research therefore, is to find supplemental ways of retarding deterioration and spoilage of perishable foods and thus extend their market and storage life as fresh products.

Among the new methods being studied are irradiation and antibiotics. . . . Some of the reports have implied that a revolution in food processing is just around the corner; other reports have been discouraging. The real future of irradiated foods probably lies somewhere in between.

A great deal of research is going on with irradiation in both government and industrial laboratories. And some type of experimental irradiation treatment is being tried on nearly all of the common foods, including meats, milk, eggs, fruit, vegetables, and bakery products. Irradiation is being tried, for example, in doses large enough to completely sterilize the

product, and in smaller doses to give partial sterilization, with antibiotics or other chemicals added to supplement the irradiation. This partial sterilization is also being combined with mild heat treatments or refrigeration.

Some of the foods given each treatment appear to be excellent, some fair, and some unacceptable. From the standpoint of meat flavor alone, for example, irradiated pork apparently rates highest, veal intermediate, and beef lowest in acceptability. Irradiated blueberries and strawberries have remained in good condition for two to five months. Cherries stand up for awhile and then change to a color resembling the canned product. Irradiation retards spoilage of ripe tomatoes but delays ripening of green tomatoes. Sprouting of potatoes has been delayed by irradiation, but, in some cases at least, the treated potatoes are more susceptible to decay.

I must stress that these results and others obtained so far are preliminary, and, in some cases, different laboratories are getting different results with the same foods.

The question of safety has apparently been answered favorably—that is, irradiated foods do not become radioactive and are safe for human consumption. Destruction of vitamins has been reported in some cases. And the question of total suitability has not been finally settled.

There are also many other questions still to be answered. For example: How much irradiation can be applied to a product without causing changes in the flavor, odor, or texture? The dosage level is extremely critical, and each food tolerates a different amount. How much longer will irradiated fresh foods hold up before deterioration begins? This period must be long enough to offset the extra cost of processing. Will irradiated products with new flavor or texture be acceptable to consumers? And, finally, will the irradiation process be economically feasible on a commercial scale?

You can easily see that a great deal more research will have to be done before irradiated foods will appear on supermarket shelves. . . . And I believe, just as we have learned to like canned, frozen, and dehydrated foods, we will learn to like at least some of the flavors or textures of irradiated foods.

I've mentioned antibiotics in connection with irradiation. These compounds also show promise when used alone, as a supplement to refrigeration in extending the market life of fresh food products. Two antibiotics have been approved for use on fresh poultry meat. And research is continuing on antibiotics for this use, as well as for use on other fresh products.

Tests with fruits and vegetables,

including cauliflower, peas, radishes, and peaches, indicate that antibiotics are effective in controlling many of the organisms that cause rotting, discoloration, and shriveling after harvest. Spinach washed in water containing an antibiotic, for example, showed almost no decay when held at room temperature for three days. Treatment of raw salads and cole slaw not only reduced spoilage but also prevented the darkening that usually occurs in these products.

Some attention is being given to a specific search for antibiotics that are effective against the various food spoilage organisms—just as penicillin and other antibiotics are effective against specific human disease organisms. This is a promising field of research that might well be expanded.

Whenever antibiotics are considered for use in preserving food, the question of chemical residues is immediately raised. Studies conducted so far indicate that some antibiotics are destroyed in foods that are cooked before being eaten. Some others—streptomycin, for example—are not destroyed by cooking. Of course, foods eaten raw would undoubtedly contain some antibiotic residue. So, after all the facts are in, it will still be up to the regulatory agencies to decide the safety question. After safety is assured, the use of antibiotics on food products will be determined by the responses and preferences expressed by consumers.

STUDIES ON NEW PRODUCTS

They want seasonal foods throughout the year. They want them as nearly ready to eat as possible. And they want to store them in the kitchen for extended periods. These demands call for processing methods that convert our familiar farm foods into essentially new products. And so here is a third way that research is contributing to improved foods for tomorrow.

Without question, frozen foods have been the major development in the food processing industry during the last 15 to 20 years. One of the big drawbacks to commercial frozen foods has been loss of the original high quality that frequently occurs between the freezing plant and the consumer. Industry has long been aware of this situation and, several years ago, asked the USDA to see what could be done about it. As a result of extensive studies, we're learning the whole story of how frozen foods deteriorate, how to measure loss of quality, and how to prevent it. Briefly stated, we've learned that frozen foods accumulate all damage from overly high temperatures occurring anywhere along the line of distribution. Once done, the damage cannot be undone.

Based on this research, an all-industry task force has been organized to conduct an educational campaign to improve commercial practices in

the handling of frozen foods. I'm confident that as a result of these research and educational activities, tomorrow's frozen foods will be a great deal better than they are today.

The next big development in the food-processing industry, I believe, will come in the field of concentrated products. In most farm foods, as you know, water accounts for the major part of the weight and bulk. And millions of tons of water are hauled, processed, and stored as foods move from farms to consumers. By eliminating part or all of this water, the shipping, storage, and carrying job can be greatly reduced. The commercial success of frozen concentrated fruit juices, dry mixes of many kinds, dehydrated mashed potatoes, and instant dry skim milk shows clearly that consumers will buy concentrated products if quality and price are right.

A great deal of effort is going into research right now on concentrated whole milk products—in both liquid and dry forms. One big unanswered question in the development of a liquid concentrate is whether it has to be completely sterilized. Such a product keeps well, even at room temperature, but the heat required for sterilization affects the flavor. Non-sterile concentrates have better flavor but require refrigeration and have a limited shelf life. As you know, both sterile and non-sterile products are on the market. The present trend in research appears to be toward a sterile product, in which two parts water are added to one part concentrate.

In the USDA, we're putting main emphasis on the development of a dry whole milk that will be stable and reconstitute instantly to milk of fresh natural flavor. . . .

USDA scientists are also developing fruit and vegetable products with all or part of the water removed. Orange and grapefruit juice powders are in commercial production, but at present, I believe, the total output is going to the military. Tomato juice powder has passed the pilot-plant stage and commercial development of the process has begun. Full-flavored fruit-juice superconcentrates have been developed in which the juice has been reduced to about one-seventh of its original volume. The volatile flavoring constituents driven off during evaporation are captured and added back to give a natural, full flavor. These superconcentrates are now being produced commercially for use in manufacturing jellies, candies, ice cream, and other foods. Consumer preference studies indicate they will also be popular as beverage concentrates.

Another promising new product is dried potato flakes. Mashed potatoes can be prepared from these dehydrated flakes easily and quickly, and their quality is excellent. The flakes can be made from potato varieties grown in all parts of the country,

which means low shipping costs between farms and dehydration plants.

[A total of six manufacturers expect to convert more than 4 million bushels of this fall's potato crop into potato flakes, according to USDA. Plants began production last year at Idaho Falls, Idaho, Hartland, Me., and Ontario, Ore. New plants going into production this year are at Bakerville, Calif., Island Falls, Me., and Wayland, N. Y. USDA said that factories for making potato flakes are under construction in Idaho, Michigan, and North Dakota.]

Industry, too, is developing some interesting concentrated potato products. Among these are frozen concentrated mashed potatoes and large-size dehydrated potato dice for use in manufacturing potato salad.

Fully dehydrated fruits and vegetables in regular piece form usually are slow to rehydrate and often do not reabsorb as much moisture as they originally contained. Some flavor is also usually lost. USDA scientists have found that by dehydrating the product to about 50 percent, however, it rehydrates quickly and fully and retains its fresh flavor. By combining this partial dehydration with freezing and canning, they have come up with excellent products that pack into about half the space normally required. These processes are called "dehydrofreezing" and "dehydrocanning."

Dehydrofrozen apples are in commercial production and are finding a ready market in the baking trade. One food chain, I understand, is using this product exclusively in its apple pies. Dehydrofrozen pimientos have been used for some time in manufacturing pimiento cheese spreads. Dehydrofrozen cherries and peas and dehydrocanned apples are being commercially produced on a trial basis. We think homemakers may very well take to these partially dehydrated fruits and vegetables, because they offer substantially the same convenience as frozen and canned foods and save precious time in home freezers and cupboards.

I could list many other potential food products—for every department of tomorrow's supermarket. We ourselves are working on concentrated sweetened cream, for example; cheddar cheese of more uniform quality; frozen cuts of meat protected with transparent film; butter with better flavor and spreadability; and additional precooked frozen food products. Industry and the states could add many more to the list.

The point I'd like to leave with you is this: These and all the other foods I've mentioned have one thing in common. They are products of research—on the farm, in the factory, and in the supermarket. It is research that has given us the abundance of good foods we enjoy today—and that will give us even better foods tomorrow.

REPORTS ON ASSOCIATION ACTIVITIES

Consumer Service Division

With the opening of schools in September the Association's school program swings into full action. The publications are offered for teachers' use in foods classes, for junior and senior high schools and for colleges. Letters and cards request publications or special information for use in classes, and coupon requests by the hundreds arrive each week. In September alone, the Consumer Service Division supplied a total of 503,820 copies of materials about canned foods for school use. A copy of the advertisement which was used in the September issue of leading home economics magazines is being mailed to members of N.C.A.

The school program has long been considered an essential part of the Consumer Service Division's work. Teachers are interviewed for guidance in preparing publications suitable to modern teaching methods. The N.C.A. materials are planned for use in class and are to be taken home later, thus reaching both present and future families. Most girls are required to take a course in home-making during their high school training. School lessons on canned foods may be partially responsible for the fact that younger women use more canned foods than do older ones, as reported in some studies.

The past three months have been busy ones for the test kitchens and for the staff in preparing release materials, including recipes and food photographs. In addition, for the "September is Canned Foods Month" promotion, the Consumer Service staff supplied materials and assistance to many food editors of national magazines, newspapers, radio and television.

Food editors from most of the large cities have sent copies of their newspapers showing how they cooperated with special features in September. Many used entire sections, others used a complete page, or several columns. They gave their readers essential information about canned foods in interesting articles along with recipes and food photographs. Some of the titles used were "Glamorized Quick Dishes . . . from canned supplies," "With that hint of Fall in Air, canned foods are timely in menu-planning," "Can-Opener Harvest . . . September Song, Easy Cookery," "Carefree Cooking from Cans . . . An Imaginative Hostess Can Transform A Few Cans into Gourmet-Type Menu," "Canned Assets," "Salute to Cans," "Hail the Can Opener," "Americans' Out-of-the-Can Cuisine is Top in Flavor," and "Canned Convenience."

Reviews of numerous magazine editorial features on canned foods in September were prepared for the INFORMATION LETTER. In addition to women's national magazines, special mention should be made of the institutional food service magazines' September editorials. Never before has this amount of space been given to canned foods in so many magazines in the quantity food service field. Editors were supplied information, recipes and photographs. In addition, several complete articles were written for their use. One magazine, *Food Service*, inserted copies of the Division's "Canned Food Tables" in each issue as part of a feature on canned foods. As a result of these articles the Division has received requests for quantity recipe books and other materials from food service managers throughout the United States. As an example, Slater, large food service operators in industrial plants and hospitals throughout the country, notified each Slater division of the availability of quantity food service aids for canned foods, giving the N.C.A. Consumer Service Division's address. Copies of the N.C.A. quantity recipe book and of the tables have been sent in response to their many requests.

Another example of publication distribution of interest is that resulting

from a magazine listing. *Good Housekeeping* magazine requested permission to offer readers who serve group meals our materials on canned foods in their September issue. To date 7,149 copies have been requested. The requests have come from women or committees of church and community organizations serving group meals, from clubs, nursing homes, hospitals, school lunch and college food services, and a few restaurants and hotels. A steamship line requested copies for each ship.

A total distribution of all Consumer Service Division publications for the first nine months of 1958 is 1,687,760.

Personal contact has been maintained with leading foods people through travel and meetings. In July the International Congress on Home Economics held at College Park, Md., and Washington, D. C., was attended by leaders from all fields of home economics. The Newspaper Food Editors Conference was held in New York in late September. A member of the Division's staff held discussions with numerous newspaper editors, and also with editors of several women's national magazines.

Domestic Sugar Quotas

USDA on October 2 announced an increase in its estimate of domestic sugar requirements and raised the sugar consumption quotas for 1953 from 9.0 to 9.1 million tons.

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